

Tata Indicom customers can now 'Walk the Talk'

Launches all new 'Walky Talky' with stylish looks and rich features; · New entry price points, quick activation and an all new stylish instrument; Available across all postpaid markets; Will soon be available across prepaid markets.

Bangalore, Karnataka, IND, 2008-05-09 16:17:10 (IndiaPRwire.com)Redefining style in the Home Phone category, Tata Indicom, the fastest growing telecom service provider launches 'Walky Talky' an all new combination of a stylish Walky instrument with affordable pricing. The stylish cordless **New Walky Talky** is available with enhanced features such as Caller Line Identification, Speaker Phone, Caller ID, Large Phone book (up to 500 entries) and Polyphonic Ring Tones.

India's leading FWP (Fixed Wireless Phone) provider Tata Indicom has introduced Walky Talky with a view to offer stylish home phone solutions at affordable prices. For availing a Walky Talky, a customer needs to pay **Rs.1299/-** upfront for the handset. The handset comes with activation kits that will be available in prepaid and postpaid at Rs.200 and Rs.100 respectively. Apart from being wireless the Walky Talky combines the features of stylishness and mobility within SDCA.

Speaking on the launch of Walky Talky, **Mr. Sanjeev Khera, Chief Operating Officer, Karnataka and Regional Head South, Tata Teleservices Limited** said, 'The new Walky has been designed to cater to the growing needs of the Home Phone users. The stylish appeal of the handset coupled with affordable price plans offers an unmatched value proposition to our subscribers. The feature rich handset is attractively priced at Rs 1299/- with activation kit available in prepaid and postpaid at Rs. 200 and Rs. 100 respectively. He further added, 'The company will strive to offer more such value for money products and services in the future. Prepaid Walky Talky will soon be available (by the next fortnight) and I am very bullish about its acceptance and success across markets'. Tata Indicom is determined to provide similar solutions to cater to customers' core need to enjoy mobility and enhanced user-friendly features in the Home Phone category.

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About Tata Teleservices Limited: Tata Teleservices is one of India's leading private telecom service providers. The company offers integrated telecom solutions to its customers under the Tata Indicom brand, and uses the latest CDMA 3G1X technology for its wireless network. Tata Teleservices along with Tata Teleservices (Maharashtra) Limited operates in more than 5000 towns across 19 circles i.e. Andhra Pradesh, Gujarat, Karnataka, New Delhi, Maharashtra, Mumbai, Tamil Nadu, Orissa, Bihar, Rajasthan, Punjab, Haryana, Himachal Pradesh, Uttar Pradesh (E), Uttar Pradesh (W), Kolkata, Kerala, Madhya Pradesh and RoWB. Tata Indicom brand has a customer base of over 25 million.

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